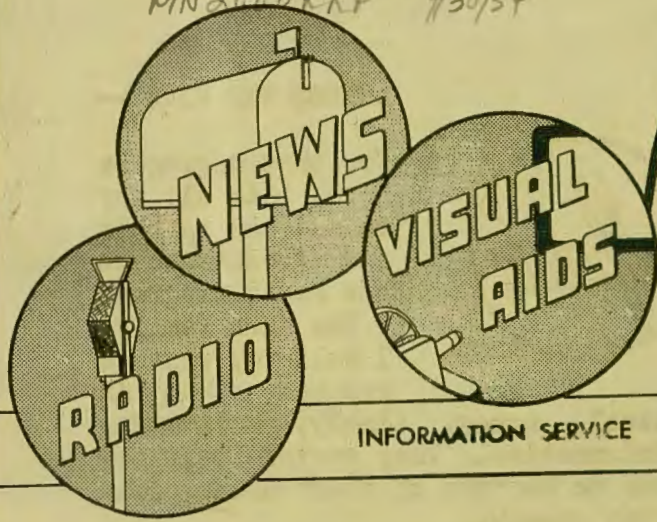
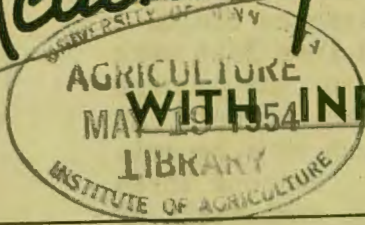


MN257DRRP #30/54

HGS



Reaching Rural People



3

WITH INFORMATION TOOLS



INFORMATION SERVICE

UNIVERSITY OF MINNESOTA

AGRICULTURAL EXTENSION SERVICE

2

University of Minnesota 1
April 30 1954

- *****
- * Please read, check, and circulate *
 - * County Agricultural Agent _____ *
 - * County Home Agent _____ *
 - * County 4-H Agent _____ *
 - * Secretary for filing _____ *

ACROSS THE EDITOR'S DESK

With this issue of Reaching Rural People we welcome back Gerald McKay after nearly a year and half of overseas assignment with MSA. As you might expect, Gerry's superiors overseas have been most laudatory about his work.

While we're on visual aids, you'll note that the Visual Aids Tip Sheet this issue had to run two pages. Ray Erwin, who has been pinch-hitting for Gerry on a half-time basis recently, obtained so many slide sets and movies the past month that they couldn't be reviewed on two pages. You'll find 15 new titles listed including a most timely set on grass silage.

Ray Wolf's radio and TV activities have come in for well-deserved recognition. The Minneapolis Ad club and AFTRA (Am. Fed. of Television and Radio Artists) recently picked Ray's University Farm Hour on KUOM as the area's best farm radio program and RFD-TV on KSTP as the top farm TV program. Ray directs all educational aspects of the latter.

Thank you -- Those two words can do a lot to help your entire program, and they can help immeasurably in your relations with press and radio. Too often all of us forget those words and what they mean. The next time your local papers or stations do a good job, why not drop them a line or make it a special point to compliment them? And if they are always doing a good job, tell them now.
--Harold Swanson

TO THE H. A.'S --

Specify Number of Mats

Believe it or not, we're busy, too-- and you could save us a lot of time by telling us the number you need when you order mats of a specialist. Please don't just say "Send me mats---". Make it a specific number, won't you, please?

Anoka Co. Gives Guides for Officers

Anoka agents send out an excellent newsletter to 4-H members four times a year. It's called "Anoka County 4-H Cover-All." Right now it's featuring a series of stories discussing duties of the various 4-H officers.

Ever so often, too, there's an article to give help and encouragement to 4-H reporters. In one recent issue, the agents give this tip to reporters, which they're pretty sure to remember: "A good news report is like an ice cream cone-- it has the best things on top, and then you gradually work down to the tip where there isn't much ice cream. Try to write your news reports the same way - put the best news on top and gradually work down."

According to Club Agent Fred Kaehler, the Anoka Union and the Anoka Herald each give a \$5 prize to the best 4-H reporters every year, as an incentive to good reporting.

Four-H Featured

Minnesota newspapers went all-out in playing up National 4-H Week, judging from the clippings that came to our attention. Your stories, the 4-H mat and editorial we sent direct to weeklies all were widely featured in prominent positions. The Austin Daily Herald ran a story on the history of 4-H in the county.

--Jo Nelson



Arnold Claassen out at Ivanhoe did us a good turn last week and in the process showed us he's no slouch as a reporter. He sent three short sketches of

key men in "Plowville '54". You may see these little "nuggets" if you read "Our Land" in local papers.

Arnold gave us a brief, clear story of each farmer's operation and role in "Plowville." Point is, I've been wondering if there aren't a lot more such "nuggets" waiting to be picked up in every county. Some are really big, of course--boulders that would make first-rate news features. Others may be less striking, but still good examples. These little "nuggets" are one of the most effective ways of leading people toward approved practices and better farming. Dropped in a column, they give it weight and warm color.

Their success as teachers is no big secret. It's wrapped up in a long word--"identification". The best novelists, TV and radio writers, and the better newspapermen use it. Briefly, it's this: A character or person is made the central figure in the story. This immediately interests a reader.

You can guess the rest of the pattern. A reader begins to identify -- or put himself in the place of the farmer in the story -- and suddenly you're miles closer to that reader with your message.

And it's simple to put identification to work for you, in feature stories or tiny 50-word nuggets.

Encomiums -- F. L. Liebenstin and home agent Nettie Neufeld sent us copies of a bell-ringer farm page, heavy with their contributions. There was one excellent feature story on a farmer who profitably filled an unused beef barn with a crop of gobblers. The page was from the Austin Daily Herald.

Sore From Column Boners? -- A reliable boner-preventer: make sure your editor gets a clean, legibly-typed copy of the column -- and check it for spelling. It won't prevent all errors but will Scotch a big share of 'em. -- Harry R. Johnson



Now that spring is here, lets all try to add new sparkle and freshness to our radio programs.

The farm family, I believe, wants a program that is practical, homey, timely, motivating and informative. They prefer their announcer to be "one of them" using plain everyday speech.

Tape Recorders -- Kittson, Winona and Washington Co. Extension workers are sporting new tape recorders. Those of you who have older recorders might improve the quality of the recordings by occasionally cleaning the recording head and erasing magnet with some carbon tetrachloride on a swab of cotton.

The 4-H Round-Up -- on KSTP is now heard at 6:45 A.M. on Saturdays. The agents from Hennepin, Anoka, Wright and Ramsey counties take turns in doing the show. The program covers material of interest to 4-H'ers all over the state.

4-H Chats -- by Ozzie Magnuson are being used for the 4th year by 19 stations. The Chats are 4 to 5 minutes long and contain lots of timely information and inspiration for 4-H members and leaders. Check with the following stations to learn when the Chats can be heard in your area: KWAD, KXRA, KLTF, KROC, KWLM, WKLK, KWOA, KGDE, KDUZ, KTRF, KVOX, KSAM, KAUS, KDMA, KSUM, KMHL, KYSM AND KILO.

Radio Topics for May

- Tree planting and shelterbelts
- Corn fertilizers and side-dressing
- Feeding and care of young chickens, calves, pigs, etc.
- Insect control in gardens, farms, and house
- Grain storage - structures, loans
- Memorial week-end safety
- June dairy month
- Hay day - Rosemount - June 9

--Ray Wolf